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Message Text

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PAGE 01 CAPE T 00838 121416Z

42
ACTION COME-00

INFO OCT-01 AF-08 ISO-00 EB-07 AGR-10 USIA-15 /041 W
---------- 108188
R 121300Z JUL 76
FM AMCONSUL CAPE TOWN
TO SECSTATE WASHDC 5357
INFO AMCONSUL DURBAN
AMCONSUL JOHANNESBURG
AMEMBASSY PRETORIA

UNCLAS CAPE TOWN 0838

E.O.11652:NXA
TAGS: BEXP, SF
SUB: IOWA IOGA TRADE MISSION/PRIVATE GROUP VISIT

REF: A. STATE 157317, B. JOHANNESBURG 1111

1. AS ONE OF MAJOR AGRICULTURAL AREAS IN SOUTH AFRICA, CAPE PROVINCE AND PARTICULARLY WESTERN CAPE CONSTITUTES MAJOR MARKET FOR MANY OF PRODUCT CATEGORIES OF SUBJECT TRADE GROUP. MOST PROMISING WOULD BE IRRIGATION, GRAIN HANDLING AND GRAIN STORAGE EQUIPMENT, FERTILIZER BLENDERS AND SPREADERS. TRADE SOURCES INDICATE WESTERN CAPE GENERALLY FIVE YEARS AHEAD OF REST OF COUNTRY IN IRRIGATION OPERATIONS AND MARKET FOR THAT EQUIPMENT CONSIDERED PARTICULARLY GOOD. MARKET FOR FOOD PROCESSING AND CONSTRUCTION EQUIPMENT OFFERS GOOD OPPORTUNITIES ALSO.

2. AS NOTED REF B, SOUTH AFRICAN BUSINESS AND INDUSTRY CLOSE DOWN EN MASSE FOR ANNUAL HOLIDAYS FROM DECEMBER 15 TO JANUARY 15. THUS, WHILE DECEMBER IN GENERAL IS NOT RPT NOT MOST PROPITIOUS TIME FOR VISIT, THE EARLIER IN MONTH IT CAN TAKE PLACE THE MORE LIKELY IT IS THAT GROUP WILL BE ABLE TO MAKE USEFUL CONTACTS. TO COME AFTER DECEMBER 15 LIKELY TO PROVE UNPRODUCTIVE. SHOULD ALSO POINT OUT THAT WHILE WE WILL DO EVERYTHING POSSIBLE TO ASSIST GROUP, WE WILL BE LIMITED BY FACT THAT METALWORKING AND MACHINE TOOL CATALOG SHOW IS TO BE HELD HERE ON DEC 6-8 AND WE WILL BE IN MIDST OF FOLLOW-UP
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PROCESS IN WEEKS THEREAFTER.

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GAMON

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Disposition Authority: n/a
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Disposition Event:
Disposition History: n/a
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